

Message Text

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ACTION EB-08

INFO OCT-01 ISO-00 AF-10 ARA-14 EA-12 EUR-12 NEA-10
CIAE-00 INR-07 NSAE-00 /074 W
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R 091655Z SEP 77
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 8139
INFO USDOC WASHDC
AMEMBASSY CAIRO
AMEMBASSY CARACAS
AMCONSUL HONG KONG
AMEMBASSY KUALA LUMPUR
AMEMBASSY LAGOS
AMEMBASSY OSLO
AMCONSUL SAO PAULO
AMEMBASSY BRASILIA
AMEMBASSY SINGAPORE
AMEMBASSY STOCKHOLM
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV

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E.O. 11652: N/A
TAGS: BBSR, XB, XG, XF, XM, NI
SUBJECT: GLOBAL MARKET RESEARCH - INDUSTRIAL PROCESS
CONTROLS (IPC)

REF: STATE A-3256, 8/9/77

1. BID INVITATIONS SENT TO 13 COMPANIES: 7 PROPOSALS
RECEIVED, ALL SUBMITTED IN STERLING. 4 FIRMS, NAMELY
BOWHURST LTD., INDUSTRIAL RESEARCH BUREAU, BURKE MARKET-
ING RESEARCH AND TECHNICAL MARKET RESEARCH, DECLINED BID
DUE TIME OR WORKLOAD FACTORS. MARKET INSTIGATIONS (P
& A) LTD. AND MAISEY MUKERJEE RUSSELL FAILED TO RESPOND.
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2. FOLLOWING IS RESUME OF BIDS SUBMITTED; ALL QUOTED IN
STERLING:
A. ENVIRONMENTAL CONTROL CONSULTANCY SERVICES LTD.: BID
ON IRAN AND NIGERIA ONLY AT 8,840 AND 10,140 RESPECTIVE-
LY. MINIMUM NUMBER OF INTERVIEWS ACCEPTED. ECCS STAFF
(ALL ENGINEERS) HAVE SPECIAL EXPERIENCE IN POLLUTION CON-

TROL/ENVIRONMENTAL EQUIPMENT MARKETS; FIRM ALSO UTILIZES SERVICES OF TWO INTERNATIONALLY REPUTED PROCESS ENGINEERS. FIRM'S DIRECTOR AND ASSOCIATE HAVE INTIMATE KNOWLEDGE OF IRAN AND NIGERIA. STUDY DIRECTOR, DENNIS ANDERSON, HAS BEEN CONDUCTING WATER SURVEY FOR TEHRAN AREA IN RECENT MONTHS. NIGERIAN FIRM TO COOPERATE IS COMTECCO CONSULTING ENGINEERS, MARINA, LAGOS. IRANIAN ASSOCIATE IS HKS CORP., ROOSEVELT AVE., TEHRAN.

B. TACTICAL MARKETING LTD.: FIRM BID FOR ALL COUNTRIES EXCEPT NIGERIA: EGYPT 3,300; IRAN 3,450; ISRAEL 2,790; MALAYSIA 3,200; SINGAPORE 3,200; MALAYSIA & SINGAPORE TOGETHER 4,800; NORWAY 2,400; SWEDEN 2,400; NORWAY & SWEDEN TOGETHER 3,600; VENEZUELA 2,970. MODEST PRICING FOR ISRAELI, VENEZUELAN AND SCANDINAVIAN MARKETS IS BECAUSE FIRM HAS TEAMS AVAILABLE IN THOSE COUNTRIES DURING PERIOD OCT/DEC 1977. IF ANY FOUR STUDIES AWARDED, ADDITIONAL 6 PERCENT DEDUCTABLE FROM TOTALS. SHOULD ALL 8 MARKETS BE AWARDED, 10 PERCENT DEDUCTABLE. PROJECT MANAGER, DAVID FARTHING, WELL EXPERIENCED IN HIGH TECHNOLOGY FIELDS AND WOULD BE BACKED UP BY TEAMS SELECTED FROM OWN STAFF RANKS, ALL OF WHOM HAVE BEEN ENGAGED IN TECHNICAL/TECHNOLOGICAL RESEARCH IN MARKETS BID. COMPANY HAS UNDERTAKEN PREVIOUS USDOC MARKET RESEARCH AND IS FAMILIAR WITH OUR PROCEDURES. IF AWARDED MULTI-CONTRACTS FARTHING STATES 10-WEEK DEADLINE FROM AWARD OF CONTRACT COULD BE ACHIEVED IN ALL MARKETS, DESPITE SIMULTANEITY
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OF COMMITMENTS. TEAM LEADERS RESIDENT ABROAD WOULD BE BIRGER R. SAETHER (SWEDEN) AND JAMES D. LIZIUS (MALAYSIA)
C. OVERSEAS MARKET RESEARCH LTD.: BID FOR ALL COUNTRIES EXCEPT ISRAEL AND VENEZUELA: EGYPT 4,750; IRAN 5,500 (2-1/2 PERCENT OFF GROSS IF BOTH COUNTRIES COMMISSIONED); MALAYSIA 6,250; SINGAPORE 6,250 (2-1/2 PERCENT OFF GROSS IF BOTH COUNTRIES COMMISSIONED); NORWAY 5,250; SWEDEN 5,750 (2-1/2 PERCENT OFF GROSS IF BOTH COUNTRIES COMMISSIONED); NIGERIA 5,250. SHOULD ALL 7 MARKETS BE AWARDED, 5 PERCENT DEDUCTABLE OFF GROSS. FIRM CLAIMS TO HAVE WORKED EXTENSIVELY IN EACH LISTED COUNTRY AND ITS ASSIGNMENTS HAVE INCLUDED MEASUREMENT OF MARKETS FOR ELECTRO-MECHANICAL CONTROLS AND PROCESS ENGINEERING.
D. METRA CONSULTING GROUP LTD.: FIRM BID AS FOLLOWS: IRAN 2,500; ISRAEL 3,000; IRAN & ISRAEL TOGETHER 5,000; NIGERIA 2,500; NORWAY 3,000; SWEDEN 3,500; NORWAY & SWEDEN TOGETHER 6,000; VENEZUELA 3,500. IT HAS PREVIOUS EXPERIENCE IN SUBJECT FIELD IN IRAN AND WOULD THEREFORE PREFER UNDERTAKE IRANIAN STUDY FIRST IN ORDER ACHIEVE SOUND BASIS FOR WORKING OTHER TERRITORIES. FIRM AGREEABLE TO CARRY OUT MINIMUM OF 40 PERSONAL INTERVIEWS PER COUNTRY. SENIOR MEMBER OF FIRM, PETER WARD, HAS SUPER-

VIDED PREVIOUS MULTI-COUNTRY USDOC STUDY IN PRIOR
CAPACITY AS DIRECTOR OF PETER WARD & ASSOCIATES (INTER-
PLAN) LTD., NOW MERGED WITH METRA.
E. P.E. CONSULTING GROUP: BID AS FOLLOWS: NORWAY

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5,600; SWEDEN 5,600; EGYPT 8,425; IRAN 10,400; NGAPORE
7,450; MALAYSIA 7,450. IF MORE THAN ONE STUDY COMMISS-
IONED, FIRM PREPARED NEGOTIATE 4-8 PERCENT REDUCTION FOR
SECOND AND SUBSEQUENT STUDIES, DEPENDING ON TOTAL NUMBER
AND COMBINATION CHOSEN. COMPLETION TIME OF 12 WEEKS FOR
SINGLE-COUNTRY STUDY, BUT FIRM WOULD NEED EXTENDED COM-
PLETION TIME FOR MORE THAN ONE STUDY AND COULD NOT UNDER-
TAKE MORE THAN 3 COUNTRY STUDIES SIMULTANEOUSLY. FIRM
HAS BROAD EXPERIENCE IN INTERNATIONAL INDUSTRIAL MARKET
RESEARCH, WITH SPECIALISATION IN ENGINEERING AND PROCESS

INDUSTRIES.
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F. SIRA INSTITUTE LTD.: BID AS FOLLOWS: NORWAY 3,080; SWEDEN 3,280; EGYPT 3,400; NIGERIA 4,850. IF NIGERIAN STUDY COMMISSIONED TOGETHER WITH EGYPT, REDUCTION OF 600 WILL APPLY TO COMBINED TOTAL. FIRM PLANS COST-EFFECTIVE INTERVIEW PROGRAM COMMENSURATE WITH RELATIVE SIZE VARIOUS NATIONAL MARKETS AND ESTIMATES REQUIREMENTS OF ONLY 20 INTERVIEWS EACH IN NORWAY AND SWEDEN, 40 IN NIGERIA AND 30 IN EGYPT. FIRM EMPHASIZES POSSIBILITY THAT MANY INTERVIEWS UNDERTAKEN WILL BE MULTIPLE INTERVIEWS WITHIN ONE ORGANIZATION, SO THAT PROPOSED NUMBER MAY BE INCREASED BY 25 PERCENT. SIRA FEELS THESE NUMBERS WOULD SATISFY STUDY OBJECTIVES, BASED ON ITS OWN WORKING EXPERIENCE IN THESE COUNTRIES. SIRA CLAIMS TO BE INTERNATIONALLY RECOGNIZED AS LEADING AUTHORITY ON TECHNICAL, COMMERCIAL AND MARKETING ASPECTS OF PCI. IT ENVISAGES STUDY COMPLETION DATES AS FOLLOWS: SWEDEN 1/30/78; NORWAY 2/20/78; NIGERIA 12/31/77; EGYPT 12/20/77. COMPANY HAS UNDERTAKEN PREVIOUS USDOC MARKET RESEARCH AND IS FAMILIAR WITH OUR PROCEDURES.

G. PLANNING RESEARCH & SYSTEMS LTD.: BID FOR ALL COUNTRIES EXCEPT VENEZUELA. BIDS AS FOLLOWS: SWEDEN & NORWAY 5,600 EACH, ISRAEL 6,000; EGYPT, IRAN, NIGERIA, SINGAPORE & MALAYSIA 6,300 EACH. 10 PERCENT DISCOUNT WOULD APPLY FOR COMMISSIONING OF STUDIES WITHIN CLOSE GEOGRAPHIC PROXIMITY, I.E. SWEDEN & NORWAY TOGETHER 10,080; EGYPT & IRAN TOGETHER 11,340; SINGAPORE & MALAYSIA TOGETHER 11,340. PROJECT WOULD BE STARTED UP WITHIN 2 WEEKS ACCEPTANCE OF PROPOSAL AND EACH COUNTRY STUDY WOULD BE COMPLETED WITHIN 2 MONTH PERIOD. PRS HAS MANPOWER CAPABILITY TO RUN SEVERAL STUDIES SIMULTANEOUSLY. 40 PERSONAL AND 50 TELEPHONE INTERVIEWS MAY WELL BE EXCEEDED. COMPANY HAS UNDERTAKEN RECENT USDOC ANNUAL- / CONTRACT STUDIES ON U.K. AND FRENCH MARKETS FOR PCI.
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3. BID SUMMARY & RECOMMENDATIONS:
INACCEPTABLY HIGH PRICES WOULD APPEAR PRECLUDE ENVIRONMENTAL CONTROL, P.E. CONSULTING GROUP, PLANNING RESEARCH & SYSTEMS AND OVERSEAS MARKET RESEARCH.
POST RECOMMENDS TACTICAL MARKETING FOR ISRAEL, EGYPT, MALAYSIA, NORWAY, SWEDEN, SINGAPORE AND VENEZUELAN STUDIES NOT ONLY BECAUSE OF LOW BIDS, BUT FIRM IS PROVEN

PERFORMER, SENSITIVE TO OUR NEEDS AND SUFFICIENTLY EXPERIENCED IN BOTH SUBJECT AND COUNTRIES MENTIONED. IT CAN ALSO PRODUCE STUDIES WITHIN 10 WEEK DEADLINE FROM AWARD OF CONTRACT. ALTERNATIVELY, DEPT. MIGHT WISH AWARD EGYPT TO WELL-QUALIFIED SIRA TO EASE PRESSURE ON TACTICAL MARKETING, ALTHOUGH WE HAVE HIGH REGARD FOR TACTICAL'S ADHERENCE TO SCHEDULE IN PAST STUDIES. POST RECOMMENDS METRA CONSULTING GROUP FOR IRAN AND NIGERIA. FIRM NOW INCORPORATES PETER WARD ASSOCIATES (INTERPLAN) LTD. AND HAS GOOD CAPABILITY IN PCI AREAS. INTERPLAN COMPLETED EARLIER PCI GMR STUDY FOR USDOC IN IRAN AND PERFORMED WELL. METRA HAS OFFICE IN LAGOS, AND LONDON STAFF FAMILIAR WITH PCI IN NIGERIA. IRAN STUDY COULD BE DELIVERED WITHIN 12 WEEKS OF COMMISSION; SCHEDULING OF OTHER COUNTRY STUDY WOULD BE ESTABLISHED AND AGREED WITH USDOC. FIRM AGREEABLE CARRY OUT MINIMUM 40 PERSONAL INTERVIEWS EACH COUNTRY. DIRECTOR, PETER WARD, WELL AWARE OUR PROCEDURES. IN VIEW OF QUALIFICATION OF ABOVE FIRMS, POST SEES NO REASON NOT TO RECOMMEND LOW BIDDERS.

5. WAS IT USDOC INTENTION TO OMIT DEADLINES FOR DELIVERY OF STUDY?

6. BID DOCUMENTS SUBMITTED BY ABOVE-MENTIONED FIRMS SENT USDOC BY AIRMAIL AND AIRPOUCH SEPT. 6. BREWSTER

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Message Attributes

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Copy: SINGLE
Sent Date: 09-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
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TAGS: BBSR, XB, XG, XF, XM, NI
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